



WPBF  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

McLaughlin & Associates  
Attention: Accounts Payable  
566 S. Route 303  
Blauvelt, NY 10913

Invoice #	Invoice Date	Invoice Month	Invoice Period
941388-1	08/19/12	August 2012	07/30/12 - 08/14/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Florida Federation for Child	FL FED FOR CHILDREN	

Flight Dates	Order #	Alt Order #
08/11/12 - 08/14/12	941388	06270766

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling
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IDB #	Advertiser Code	Product Code
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Agency Ref	Advertiser Ref
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Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	08/13/12	08/14/12	WPBF News 25 Mornings	6-7AM	MT-----	:30	2	\$450.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 MT----- 2 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 08/13/12 6:11 AM WPBF News 25 Mornings 6-7AM :30 FFCTV-12-002 \$450.00 NM									
2 WPBF Tu 08/14/12 6:14 AM WPBF News 25 Mornings 6-7AM :30 FFCTV-12-002 \$450.00 NM									
2	08/13/12	08/14/12	Good Morning America	7-9AM	MT-----	:30	2	\$525.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 MT----- 2 \$525.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 08/13/12 8:59 AM Good Morning America 7-9AM :30 FFCTV-12-002 \$525.00 NM									
2 WPBF Tu 08/14/12 7:55 AM Good Morning America 7-9AM :30 FFCTV-12-002 \$525.00 NM									
3	08/13/12	08/14/12	Dr. Oz M-F 9-10a	9-10a	MT-----	:30	2	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 MT----- 2 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF M 08/13/12 9:36 AM Dr. Oz M-F 9-10a 9-10a :30 FFCTV-12-002 \$275.00 NM									
1 WPBF Tu 08/14/12 9:15 AM Dr. Oz M-F 9-10a 9-10a :30 FFCTV-12-002 \$275.00 NM									
4	08/13/12	08/14/12	The View	11A-12PM	MT-----	:30	2	\$750.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 MT----- 2 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF M 08/13/12 10:59 AM The View 11A-12PM :30 FFCTV-12-002 \$750.00 NM									
1 WPBF Tu 08/14/12 10:58 AM The View 11A-12PM :30 FFCTV-12-002 \$750.00 NM									
5	08/13/12	08/14/12	WPBF News 25 @ Noon	12pm-1230pm	MT-----	:30	2	\$325.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 MT----- 2 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 08/13/12 12:09 PM WPBF News 25 @ Noon 12pm-1230pm :30 FFCTV-12-002 \$325.00 NM									
2 WPBF Tu 08/14/12 12:23 PM WPBF News 25 @ Noon 12pm-1230pm :30 FFCTV-12-002 \$325.00 NM									
6	08/13/12	08/13/12	THE CHEW	1P-2P	1-----	:30	1	\$275.00	NM

## INVOICE



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Invoice #	Invoice Date	Invoice Month	Invoice Period
941388-1	08/19/12	August 2012	07/30/12 - 08/14/12
Advertiser		Product	Estimate Number
Florida Federation for Children		FL FED FOR CHILDREN	

www.thewpbchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
<b>Class of Time - Pre-emptible with notice</b>									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/13/12	08/19/12	1-----				1	\$275.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	
1	WPBF M	08/13/12	12:59 PM	THE CHEW		1P-2P	:30	FFCTV-12-002	\$275.00 NM
7	08/13/12	08/13/12	Dr. Oz	4-5p		1-----	:30	1	\$525.00 NM
<b>Class of Time - Pre-emptible with notice</b>									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/13/12	08/19/12	1-----				1	\$525.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	
1	WPBF M	08/13/12	4:33 PM	Dr. Oz		4-5p	:30	FFCTV-12-002	\$525.00 NM
8	08/13/12	08/13/12	WPBF News 25 @ 6:00P	6-6:30PM		1-----	:30	1	\$700.00 NM
<b>Class of Time - Pre-emptible with notice</b>									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/13/12	08/19/12	1-----				1	\$700.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	
1	WPBF M	08/13/12	6:12 PM	WPBF News 25 @ 6:00PM		6-6:30PM	:30	FFCTV-12-002	\$700.00 NM
9	08/13/12	08/13/12	Wheel Of Fortune	7-7:30PM		1-----	:30	1	\$1,500.00 NM
<b>Class of Time - Fixed Non Pre-emptible</b>									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/13/12	08/19/12	1-----				1	\$1,500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	
1	WPBF M	08/13/12	7:06 PM	Wheel Of Fortune		7-7:30PM	:30	FFCTV-12-002	\$1,500.00 NM
10	08/13/12	08/13/12	Jeopardy	7:30-8PM		1-----	:30	1	\$1,700.00 NM
<b>Class of Time - Fixed Non Pre-emptible</b>									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/13/12	08/19/12	1-----				1	\$1,700.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	
1	WPBF M	08/13/12	7:41 PM	Jeopardy		7:30-8PM	:30	FFCTV-12-002	\$1,700.00 NM
11	08/13/12	08/13/12	M-SUN WPBF News 25 @ 11-11:35PM			1-----	:30	1	\$875.00 NM
<b>Class of Time - Pre-emptible with notice</b>									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/13/12	08/19/12	1-----				1	\$875.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	
1	WPBF M	08/13/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM		:30	FFCTV-12-002	\$875.00 NM
12	08/11/12	08/11/12	Sat 6-7am News	Sat 6-7am		-----1-	:30	1	\$175.00 NM
<b>Class of Time - Pre-emptible with notice</b>									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/06/12	08/12/12	-----1-				1	\$175.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	
1	WPBF Sa	08/11/12	6:09 AM	Sat 6-7am News		Sat 6-7am	:30	FFCTV-12-002	\$175.00 NM
13	08/11/12	08/11/12	Sat 8-9am News	Sat 8-9am		-----1-	:30	1	\$375.00 NM
<b>Class of Time - Fixed Non Pre-emptible</b>									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/06/12	08/12/12	-----1-				1	\$375.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	
1	WPBF Sa	08/11/12	8:08 AM	Sat 8-9am News		Sat 8-9am	:30	FFCTV-12-002	\$375.00 NM
14	08/11/12	08/11/12	Sat 630pm News	630-7pm		-----1-	:30	1	\$325.00 NM
<b>Class of Time - Pre-emptible with notice</b>									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/06/12	08/12/12	-----1-				1	\$325.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	
1	WPBF Sa	08/11/12	6:58 PM	Sat 630pm News		630-7pm	:30	FFCTV-12-002	\$325.00 NM

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941388-1	08/19/12	August 2012	07/30/12 - 08/14/12
Advertiser	Product	Estimate Number	
Florida Federation for Children	FL FED FOR CHILDREN		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	08/12/12	08/12/12	Sun 630pm News Class of Time - Pre-emptible with notice	630-7pm	-----1	:30	1	\$325.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/06/12 08/12/12 -----1 1 \$325.00									
<b>Spots:</b> <u>#</u> <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 WPBF Su 08/12/12 6:29 PM Sun 630pm News 630-7pm :30 FFCTV-12-002 \$325.00 NM									
16	08/13/12	08/13/12	GOOD AFTERNOON AM2-3p Class of Time - Pre-emptible with notice		M-----	:30	1	\$400.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 M----- 1 \$400.00									
<b>Spots:</b> <u>#</u> <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 WPBF M 08/13/12 2:59 PM GOOD AFTERNOON AMERICA 2-3p :30 FFCTV-12-002 \$400.00 NM									
17	08/12/12	08/12/12	Sun 5-6am News Class of Time - Pre-emptible with notice	Sun 5-6am	-----S	:30	1	\$50.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/06/12 08/12/12 -----S 1 \$50.00									
<b>Spots:</b> <u>#</u> <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 WPBF Su 08/12/12 5:39 AM Sun 5-6am News Sun 5-6am :30 FFCTV-12-002 \$50.00 NM									

Total Spots **22**

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$11,875.00</b>
<u>Agency Commission</u>	<b>\$1,781.25</b>
<u>Net Amount Due</u>	<b>\$10,093.75</b>